



News from the

Philippine Cinema Showcase

PRESS RELEASE

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FOR IMMEDIATE RELEASE

“LIGAW LIHAM” STARRING “THE ENCHANTING DIVA” KARYLLE SET FOR SAN DIEGO THEATRICAL PREMIERE AT PHILIPPINE CINEMA SHOWCASE

The independently-produced romantic drama *Ligaw Liham*, co-directed by Jay Abello and Mariano Montelibano, makes its San Diego County theatrical premiere in a week-long engagement starting Friday, September 19, 2008 at the Goldilocks Theater, UltraStar Chula Vista Cinemas, located at 555 Broadway, Chula Vista, California.

Based on real events and set in the 1970s, *Ligaw Liham* stars multi-talented “Enchanting Diva” Karylle as Karen, whose husband works overseas in Saigon. When the local post office ceases operation without anyone noticing, a simple young man named Nor (played by newcomer John Michael Lee) takes advantage, reading the letters Karen writes, then replying to her, impersonating her husband. Nor finds himself falling in love without regard to the consequences...

Karylle currently stars in Leonard Bernstein’s musical *West Side Story* at the Meralco Theater in Pasig City, Metro Manila. She alternates in the role of Maria with Joanna Ampil, a Filipina actress experienced in London’s West End theaters. “It’s the kind of project you do because of the little surprises that come along the way.” shares Karylle. “And I really really miss acting. I love love love to act. I’m glad I can finally say that.” The daughter of “Divine Diva” Zsa Zsa Padilla, Karylle has followed her own path to early commercial success, preferring to graduate from Ateneo de Manila University with a degree in Communications Technology Management where she was also a recipient of the Dean’s Award for the Arts.

Following a run of television and big studio films, Karylle stars in her first independent movie in *Ligaw Liham*. “Now why did I do this film? I just want to be honest. I sometimes wish I was a super artsy person but I never even watched an indie film,” Karylle was embarrassed to admit. “I was not sure if I wanted to act in one but I’m glad I did. The experience was incredible. I think it worked out perfectly

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because it was shot in Bacolod. It's a beautiful place and the people are so talented and good natured. They have what I'd like to call a great artist community over there which totally surprised me. I have been jaded with the crab mentality that I see mostly everywhere. But in Bacolod the artists support each other and in a sense tap the creative energy of more artists to elevate creativity... It's a real blessing to be adopted by such a great group!"

Shot entirely in Bacolod, Negros Occidental, *Ligaw Liham* features a cast and crew nearly all native to the region, including Bacolod's finest actors John Gilbert Arceo and George Macainan.

ABOUT ULTRASTAR DIGITAL CINEMA

UltraStar Cinemas is headquartered in San Diego County and operates 102 screens at 13 sites throughout Southern California. In 2006, UltraStar Cinemas became the first theater company in the world to be fully equipped with Pure Digital Cinema® powered by DLP Cinema® technology in all of its locations. UltraStar Cinemas has historically been an innovator on the cutting edge of theater technology and continues to be a pioneer of the digital age of cinema by bringing alternative entertainment to the big screen, including such live events as the Academy Awards® and SuperBowl XL.

ABOUT SAN DIEGO ASIAN FILM FOUNDATION

San Diego Asian Film Foundation is a nonprofit 501c3 organization dedicated to promoting the Pan Asian experience through the media arts. Its San Diego Asian Film Festival, San Diego's largest pan Asian cultural event, celebrated its eighth year in 2007: a record 15,000 attendees experienced over 150 short and feature films from 15 different countries.

ABOUT PHILIPPINE CINEMA SHOWCASE

The Philippine Cinema Showcase is a year-long film series offering Filipino language films for 365 consecutive days following its premiere at the UltraStar Chula Vista 10 theaters located at 555 Broadway, Chula Vista, California. The Showcase is part of San Diego Asian Film Foundation's new *Asian Picture Show* program, designed to increase awareness and appreciation of films from Asia.

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WHO

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WHAT

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WHERE

The Goldilocks Theater, UltraStar Chula Vista 10 Cinemas, located at 555 Broadway, Chula Vista, California.

WHEN

Friday through Thursday, September 19-25, 2008 at 10 a.m.; 12:30, 3:00, 5:30, 8:00, and 10:30 p.m.

WHY

The Philippine Cinema Showcase is a year-long film series designed to serve San Diego's Filipino Americans, the largest of the county's Asian Pacific Islander (API) communities.

CONTACT

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